



Gold's™ Gym Gurgaon Creating A Fitness Community

Posted by [Ashishh Gupta](#) / 06 - Jul - 2017

Often, people do not realise the importance of good health. "A healthy body and mind are the pre requisites to leading a fulfilling life", says Ashishh Gupta, one of the **Best Fitness Expert in India**. Ashishh, who runs two **Gold's Gyms Gurgaon** is a fitness enthusiast from an early age.

After battling weight issues as a child, it was Ashishh's dream to give something back to the society and build a fitness community. This vision drove him to make Gold's Gym, Sector 14& 43, Gurgaon, among the best **Gyms In Gurgaon**. Reaching this stage, however, was not an easy job. To create a fitness community in Gurgaon, they needed to generate awareness regarding fitness amongst people and motivate them to join the community. For this, his team set out to conduct surveys and think of innovative ideas that would help them reach out to a large number of people. The results showed that the best way to reach out to the target audience was to find them where they least expected them to be, like, at places of recreation. Ashishh and his team worked tirelessly and came up with a short video motivating people to get fit, that they could screen at movie theatres during commercial breaks.

Creating a community for fitness is not just about getting people to join the gym. Fitness comes from within, i.e., what we eat has a pivotal role to play in the overall body fitness. Ashishh saw the need for bringing **Nutritious Food in Gurgaon** and change the eating habits of people that were now just about quick food. So, Ashishh thought of starting a health cafe at both the gyms. It's not a juice bar, but a proper cafe that serves healthy food, with an aim to meet the daily requirement of proteins and carbs. As a result, a lot of members start their day at the gym, with a healthy breakfast or end their day with a hearty dinner that only ensures good health! This serves the dual purpose of providing people with healthy eating options and engraining fitness within our community. In November last year, they started their own food truck which is parked at different locations all over the city. Their truck shows people how healthy food can be tasty and satisfying. This creates a chain reaction, where, when people like the food-they visit the cafe that is within the gym and join this small, but growing, fitness community.

Fitness can be achieved simply by exercising. Gym is not for everyone, and the entrepreneur in Ashishh understands that. So, apart from functioning as a regular gym, that is on its way to be the best gym in India, Gold's gyms also host a series of other fitness classes like yoga and pilates in Gurgaon. They also have an outdoor fitness program, called Naturefit, for the people who prefer to be out in the nature.

In his bid to give back to the community, Ashishh also holds drives to collect old clothes from his members and distributes them to the less privileged by the means of NGOs. This brings people closer and engrains the essence of community in their

minds.

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